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SPRING 1944

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U. S. Department of Agriculture

Fruit and Flowers



for Body and Soul

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HILLENMEYER NURSERIES LEXINGTON
KENTUCKY

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PAID
Lexington, Kentucky
Permit No. 94

GOOSEBERRIES and CURRANTS

For jellies and pies these two fruits are unsurpassed. About 5 plants for ordinary family. Set 4 by 3 feet. Best varieties, 45c each; \$1.20 for 3; \$3.00 for 10.



Currants



Gooseberries



Kieffer
Pear



Lincoln Pear

Well-Grown 2-Year-Old Peach Trees			
	Each	5	50
2 1/2-4 ft.	\$0.50	\$2.25	\$15.00
4-5 ft.	.60	2.50	20.00
5-6 ft.	.75	3.25	25.00

ARRANGED IN ORDER OF THEIR RIPENING

Mikado. (Free.) The best and most popular very early peach. Medium size; round; yellow with red blush, and of good quality. For best results should be planted with other varieties for cross-pollination. July 5 to 10.

Carman. (Free.) White, with red blush. Extra hardy. Bears every year, and when it fails all others fail, too. Tree a robust grower and produces heavily. July 10 to 15.

Golden Jubilee. (Free.) A new, large, early peach, highly recommended by the Kentucky Experiment Station and other leading authorities. Yellow with a distinct blush. Quality fine. July 15.

Hiley. (Free.) An early Belle of Georgia. White flesh, firm, sweet, of good quality, and best of its season. July 30.

South Haven. (Free.) Better color and quality than Elberta. Large and much hardier than most other yellow peaches. We recommend it highly. August 5.

Sunglow. (Free.) A new selected strain of South Haven. It is South Haven in all of its glory and then some. August 5.

Hale-Haven. (Free.) An excellent peach introduced by the Michigan Experiment Station. A cross between J. H. Hale and South Haven. Large; midseason; yellow with blush; good quality. Tree, healthy and hardy. August 5.

Belle of Georgia. (Free.) White, with decided blush; excellent quality. Heavy and regular bearer. The best white-fleshed peach for home or market. August 10.

Early Elberta. (Free.) Light yellow, with blush; fine-grained and sweet. A few days ahead of Elberta and can be sold as such.

Valiant. (Free.) A new, extra-hardy outstanding yellow variety of Canadian origin. Good quality. August 10.

J. H. Hale. (Free.) Fruit large, yellow, almost covered with red (more highly colored than Elberta); flesh firm, melting, and of best quality. Ripens August 10 to 15.

Elberta. (Free.) Fruit large, yellow, shaded with deep red. Elberta has been the standard yellow peach for years, and is just as good today. More than 80 per cent of commercial plantings are of Elbertas. August 10 to 15.

Heath. (Cling.) White, tinged red next to the sun. A large, firm, juicy peach of most pleasing flavor. Well known. October 1.

NECTARINE

Sure Crop. Imported from New Zealand by the United States Department of Agriculture. The best of all the nectarines as to quality, size and hardness.

4 to 5 ft.

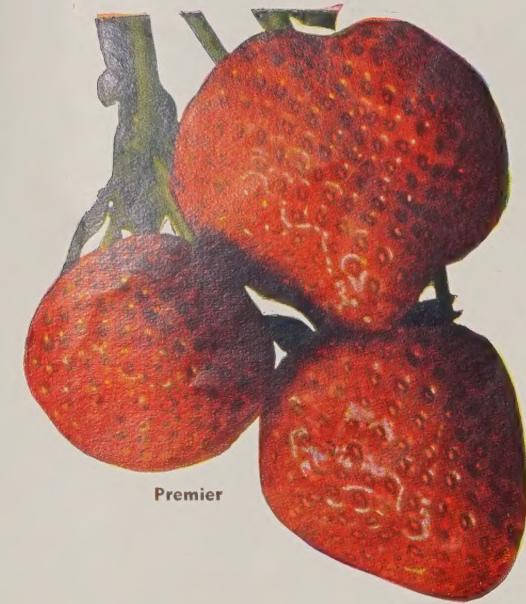
5 to 6 ft.

Each

\$1.25

1.50

5 to 6 ft.



WHY NOT *Grow Your Own*

Tastes Better ★ Costs Less ★ Makes You

STRAWBERRIES

CATSKILL

A new outstanding midseason variety of high quality which is rapidly growing in popularity. Bright red. Excellent for home use.

DORSETT

One of the most satisfactory varieties that has been introduced in years. Its high quality, bright-colored berries with light red flesh are excellent both for home and local market purposes. Ripens a few days after Premier, and while by some is thought better, we are not yet ready to give it preference. It is a good plant-maker.

FAIRFAX

Of highest quality and ripens about a week after Premier. Berries bluntly conical, dull red, yellow or greenish seed and dark red flesh. Juicy, firm and a fine home berry. It so overlaps Aroma and is so much better quality that we have discontinued growing that variety.

GANDY

Still the best late berry. Robust plants with fruit on strong stems. Blooms exceedingly late and thus frequently misses frosts. Conical berries with large caps, firm and rather acid. Excellent for preserving, canning or shipping. Prefers a moist clay soil.

Due to one of the driest late summers and early falls on record we have the smallest crop of strawberry plants in our experience of more than a hundred years. This condition prevails all over the United States. We advise buying early and orders will be booked in order received.

Our prices permit you to make selection of any variety listed. This is important when comparing prices.

100	\$2.00
200	3.80
300	5.40
400	6.80
500	8.00

All over 500 at \$1.50 per 100. For Postage and Insurance add 10c per 100.

CULTURAL DIRECTIONS FOR STRAWBERRIES

WHEN PLANTS ARE RECEIVED. Plant at once if possible. If season is not favorable put in cool, moist place, **but do not water.** They also may be unpacked and trenched in open ground.

WHEN TO PLANT. Late March or April is the chosen time. Fall planting usually results in a complete failure.

SOIL. Strawberries respond to good soil and you should choose a fertile location. However, do not plant immediately after turning under sod, as white grubs invariably cause trouble. Prepare the ground very thoroughly.

DISTANCE TO PLANT. The rows should be 3 1/2 to 4 feet apart and the plants set about 18 inches in the row. It requires about 7000 plants per acre.

CULTIVATION. During the summer keep the ground constantly stirred and free of weeds. Moisture preservation by dust mulch will conserve the vitality of your plants and produce a fine matted row. Keep the hoe and cultivator busy.

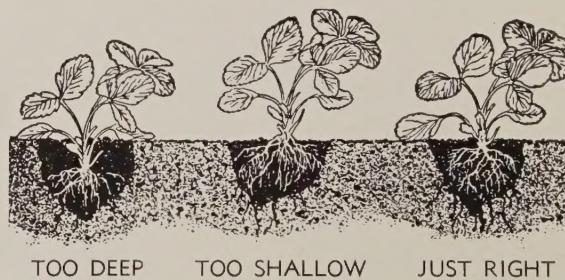
MULCHING. Protect by mulching with clean straw in fall or early winter after the ground is frozen. Do not apply too heavily, as this smothers the plants. Leave on during the fruiting season, as it conserves moisture and keeps the berries clean.

AFTER FRUITING. Immediately plow or narrow the original row to about a foot. Thoroughly cultivate the middle so as to give the new plants a chance to get established. Repeat the second year. We do not advise keeping beds more than 2 or 3 years.

FAMILY REQUIREMENTS. About 300, 500, or 1000 plants are required for a small, medium, or large family respectively.

SELECTION OF VARIETIES. We shall be glad to make selection of suitable varieties if you want to leave this to us.

HOW TO PLANT STRAWBERRIES



If You Do Not Have Our General Catalog

(Fall 1943—Spring 1944)

Listing Shade Trees, Evergreens, Shrubs, Vines, Hedges, Etc.

Ask for Catalog 103

HILLENMEYER'S FAMOUS KENTUCKY GRASS SEEDS

BLUE GRASS

Here in the heart of the famed Blue Grass Section of Kentucky the best seed in the world is produced. Hillenmeyer seed is of the highest quality, both as to purity and germination. Do not sow light chaffy material of weak germination and carrying many noxious weed seeds. Why gamble with poor seed? **Plant the best.**

SUNNY LAWN MIXTURE

For sowing new lawns or where you have a thin stand we recommend our Special Lawn Mixture. This consists of blue grass, white clover, and other varieties for quick effect.

SHADY LAWN MIXTURE

A scientific mixture of grasses to be used in shady locations on which the sun does not shine more than 4 to 5 hours per day.

Prices F. O. B. Lexington

	1 lb.	3 lbs.	5 lbs.	10 lbs.	50 lbs.	100 lbs.
Blue Grass	\$0.40	\$1.15	\$1.75	\$3.50	\$16.50	\$30.00
Sunny Lawn Mixture	.45	1.30	2.00	4.00	19.00	35.00
Shady Lawn Mixture	.50	1.45	2.25	4.50	21.00	40.00

Postage or prepaid express, 10 per cent additional.



Own Fruit? More Independent ASPARAGUS

No garden is complete without this early, permanent and healthful esculent. A bed or row properly planted and cared for will last for years. We grow only Washington, which is the best. Plant 12 to 18 inches apart in row. 100 to 200 plants for ordinary family.

\$1.25 for 25; \$2.00 for 50; \$3.00 per 100.

RHUBARB

Early, long-stemmed variety. Plant in good, well-drained soil, 2 to 3 feet apart. 5 to 10 plants for ordinary family.

20c each; \$1.75 per 10; \$12.00 per 100.

DEWBERRIES

We consider Lucretia the best dewberry, making a very vigorous growth and fruiting early. The berries are large, jet black, and of fine flavor. May be allowed to develop on the ground or trained, in either case producing large crops.

\$1.50 for 25; \$5.00 per 100; \$15.00 per 500.

SECOND-CROP SEED POTATOES

Second-crop seed is preferred and planted in this section by gardeners and those who grow potatoes for profit. Ours are grown from certified stock, will go farther and give a better stand.

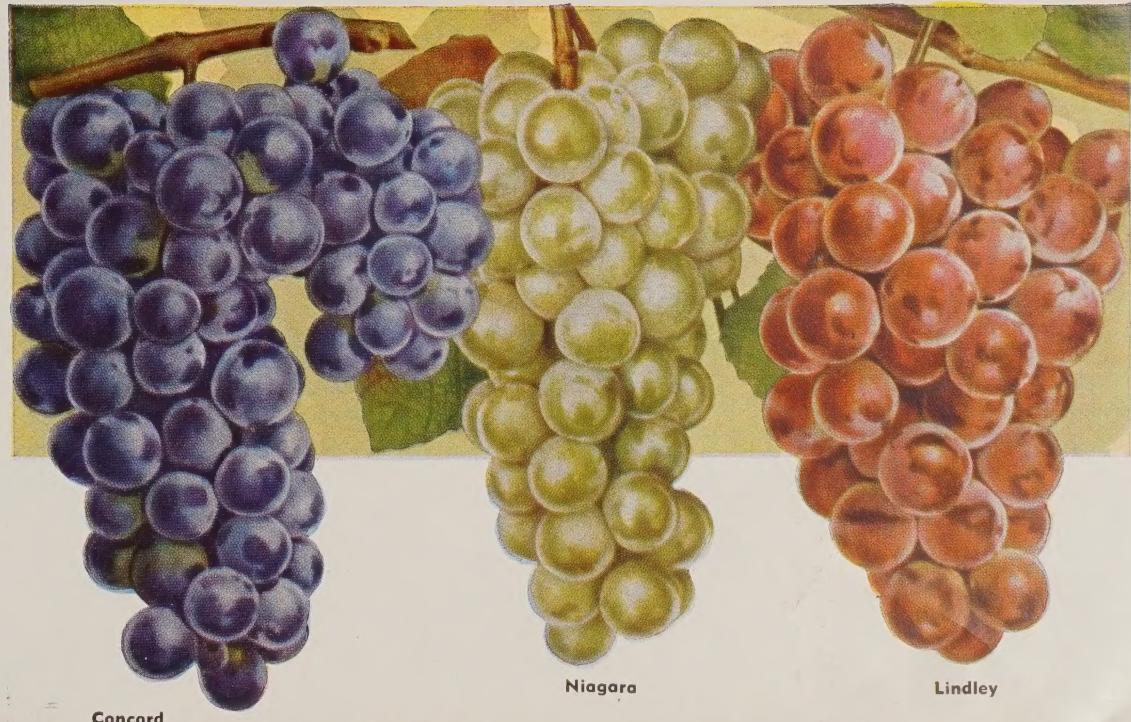
PRICED ON REQUEST.



Cumberland
Raspberries



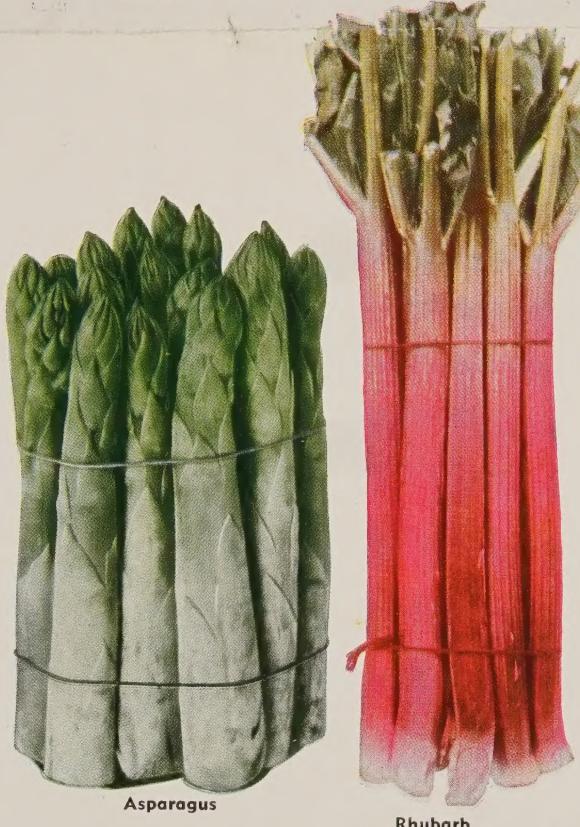
Sunrise. This new early red raspberry is of higher quality than Latham, productive and more resistant to disease.



Concord

Niagara

Lindley



Asparagus

Rhubarb

BLACKBERRIES

Though thorny and requiring more space, they are desirable in every large garden. Plant 3 x 5 to 6 feet. 25 to 50 plants for ordinary family. You will be pleased with the kinds we offer:

Early Harvest. Early. Medium size. Prolific. We like it best.

Eldorado. Large; juicy. Takes more room.

\$1.50 for 25; \$5.00 per 100;
\$15.00 per 500.

RASPBERRIES

Should be in every home garden. Require limited space and produce an abundance of the finest fruit. Set 2 feet apart. Rows 4 1/2 to 5 feet apart. 50 to 100 plants for ordinary family. Put up in bundles of 25. We have tested almost all kinds and offer:

25 100 500

Cumberland. Best black	\$1.50	\$5.00	\$15.00
Latham. Standard red	1.50	5.00	15.00
Sunrise. New outstanding red ...	2.00	6.00	20.00
Indian Summer. New everbearing ...	2.00	6.00	20.00

GRAPES

The most reliable of all fruits. If properly planted, trained and pruned, will last a lifetime. Select a location away from large trees and where they can remain for years. Varieties offered have been tested and proved satisfactory for this section.

Black Grapes

Concord. Best all-round grape.

Fredonia. New. Midseason. Excellent.

Moore's Early. Best early black.

Worden. Large; sweet.

White Grapes

Martha. Medium size; juicy.

Niagara. Best white.

Portland. Best early white.

Red Grapes

Caco. Medium size. Excellent quality.

Catawba. Best late.

Delaware. Small; sweet.

Lindley. Delicious. Midseason.

Lucille. Large bunches and prolific.

Lutie. Best early. Sweet and juicy.

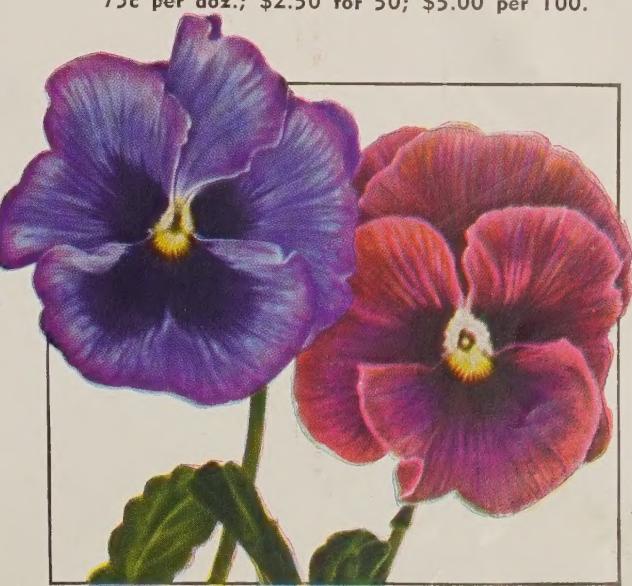
Any of above grapes, strong 2-yr. vines, 35c each;
\$1.50 for 5; \$10.00 for 50.

FOR PARCEL POST AND INSURANCE,
ADD 10 PER CENT.

PANSIES

Big strong transplants. Grown from best seed obtainable.

75c per doz.; \$2.50 for 50; \$5.00 per 100.



Pansies

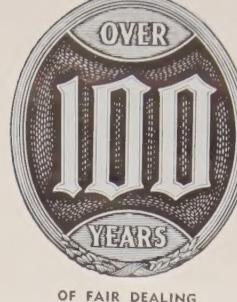
SPRING 1944

PLANT ROSES

For Health • Happiness • Inspiration

Francis Xavier Hillenmeyer
Founder

MRS. E. P. THOM



EDITOR McFARLAND

NEVER has there been a time when America needed to get closer to Mother Earth than now, early June until frost their endless pageantry of color, fragrance and form, entrance the most recesses of our souls to give courage and perseverance to carry out that sacred task which is before us.

Many roses which succeed in the North and other parts of the country do not do so well in dependable. We have discarded or do not carry many which will be described favorably in lists. Why spend money on lists on doubtful kinds when you can buy our proved roses? If properly sprayed and cultivated during summer, protected over winter, you will find a planting of roses one of the most satisfactory expenditures for your garden.

There are more than 2000 roses in general cultivation, and to list any large percentage of these would be out of the question. The list which follows is the result of our tests and represents the "Cream of the Crop." Plant any of them with confidence.

QUALITY PLANTS. The price of a rose, like any other article, does not determine its value. Hillenmeyer roses are strong, with good roots, true to name, properly grown (which includes cultivation, spraying and understock), ripened by nature, handled so they are not devitalized by exposure and are free of leaf-diseases. **HILLENMEYER ROSES GROW AND BLOOM BETTER—WE KNOW IT.**

Tried and Tested Group of Roses

PINK

This group contains the very best standard kinds and any selection made from it will please.

Price—Strong 2-Yr. Plants

75c each

5 for \$3.50

12 for 8.00

100 for 65.00

For postage and insurance, add 5c per plant.

TWO-TONE

Condessa de Sestao. Vivid colorings of gold, copper, and yellow. This matchless Spanish novelty causes everyone to stop and admire it. Healthy and upright in growth.

Duquesa de Penerola. Coppery apricot. A Spanish beauty with long-pointed buds which open into luminous shades describing. A wonderful rose.

Hinrich Goede. A brilliant, fragrant rose with long-pointed buds of rich luminous vermilion shaded with gold. Showy free bloomer with excellent foliage.

Mrs. Joseph Perraud. Large-petaled, perfectly formed buds of nostrum-orange lightening to a luminous pink on the edges and glowing orange at base, finally opening the most perfectly in the autumn. Has received many awards.

President Herbert Hoover. A most popular rose. It is crimson, orange and gold, rioting in a most contrasting fashion. Long, pointed buds; rigid stems. A fine garden rose blooming well in the autumn. By far the best of its color, and superior to Talisman as an outdoor rose.

RED

Christopher Stone. A thrilling scarlet-crimson from bud until petals fall. Vigorous, upright; free-flowering. Looks as though this one has come to stay.

E. G. Hill. A great red rose. Massive blooms of deep crimson and scarlet, velvety on inside. Splendid for cutting. Foliage unusually healthy. Vigorous in habit.

Etoile de Hollande. Said to be the best red hybrid tea. Its gigantic velvety crimson flowers hold up remarkably well in water. In shade it tends to "blushing" with age. Thrives everywhere, producing a fine lot of blooms throughout the season.

Glowing Carmine. Its name appropriately describes this beautiful rose. Strong grower, blooms freely and is very showy.

Grenoble. This Gold Medal variety is fast becoming popular. Glowing scarlet-crimson with long stems. Vigorous and healthy.

Red Radiance. Read the description of Radiance and apply the good things said of it to this variety, except the color, which is a deep rose-red. Blooms until frost and is one of the best all-round red roses in existence.

YELLOW

Golden Dawn. Large, light yellow, full-petaled blooms are born on long, slender, upright stems. When fully open the petals are sometimes edged pink.

Mrs. E. P. Thom. Superior yellow garden rose. The fine long buds are perfectly shaped. Flowers rich lemon-yellow. Very vigorous and a constant bloomer.

Mrs. Pierre S. du Pont. Winner of more medals than any other outdoor rose. Long-pointed, rich red-gold buds, opening to well-formed blossoms that hold long. Foliage ornamental, healthy and disease-resistant.

Sœur Therese. Long, pointed chrome-yellow buds with markings of carmine, the open flower rich daffodil-yellow. Blooms freely on long cutting stems. One of the finest yellow roses of recent introduction.



ETOILE DE HOLLANDE

TEN NEW and SELECTED ROSES

The following were selected as the best of the newer varieties. All have distinct merit, and we recommend them to those who are looking for something new and beautiful.

WHITE

Snowbird. Many so-called white roses are white only when in full bloom. The only true pure white rose beginning to end. Excellent for bedding as it blooms profusely and the bush is compact and vigorous.

RED

Poinsettia. A dazzling brilliant red rose. Well-shaped, high-centered buds of velvety texture on long stems.

Red Talisman. Striking sport of Talisman having the same beautifully formed buds. The maroon-red bloom has an overflow of amber when fully open.

Southport. Brilliant scarlet. Beautiful slender buds on long stems. Vigorous; free-blooming. Most promising.

TWO-TONE

Federico Casas. Coppery pink and orange. Continuous bloom on erect, firm stems. Makes an outstanding rose.

Girona. A lovely bud of red and golden yellow borne on unusually long stems. Upright bush with light green foliage. The whole combination looks like a greenhouse variety.

YELLOW

McGredy's Yellow. Beautifully formed, medium-sized buds which open a uniform buttercup-yellow. Vigorous bush with dark green foliage. Stands heat well.

PINK

Catherine Kordes. Bright glowing pink growing singly on erect strong stems. Rich bronzy foliage.

Korova. Old rose with peach-blossom shadings; fragrant. Beautiful buds, excellent for cutting. Vigorous.

The Doctor. Beautiful glowing silvery pink with satiny edges; extra-large bud and blossom which is delightfully fragrant.

No. 1, 2-year plants
\$1.00 each; 10 for \$9.00

For Postage and
Insurance Add 5c
per Plant

Poinsettia

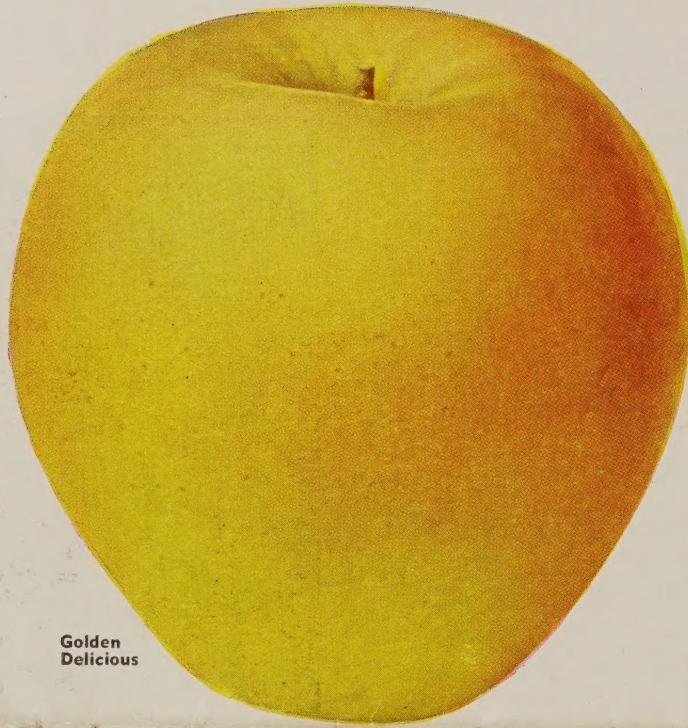


THE DOCTOR

POINSETTIA

THE DOCTOR

THE DO



APPLES

No other fruit is so dependable and generally desirable as the apple. It will thrive in almost any well-drained soil. Their period of ripening extends from early July until frost and then they can be kept through the entire winter. For family use there is no fruit so indispensable. With moderate care they will pay a handsome return on your efforts and investment. We have kept our list of varieties up to date and you can plant any of them with confidence.

Hillenmeyer Apple Trees are Fine This Year and You Can't Find Better

Summer Apples

Close. A new early red variety of outstanding promise both for home and commercial plantings. Ripens a few days ahead of Transparent.

Duchess (often called Oldenburg). An outstanding variety following Early Transparent. Equally productive and best of its season. Ours is the "red" strain. Early bearing.

Early Transparent. Waxy yellow; tart; excellent. Early bearer; productive. Valuable for home or market.

Golden Sweet. Yellow. The best sweet we know. Vigorous and productive. Hasn't a fault.

Hyslop Crab. The very best hardy crab, producing a heavy crop of tart, bright red fruits that are unequalled for culinary purpose. Bears early and productively.

Maiden's Blush. See Polly Eades.

Polly Eades. A Kentucky-developed variety. While not well known is superior to Maiden's Blush. Plant this on our recommendation and you will never regret it.

Fall Apples

Grimes' Golden. The very best quality fall apple. Golden yellow. Matures early and is heavy bearer. This variety is troubled with canker, which shortens the life of the tree. In addition to the regular Grimes, we offer Double Grafted Grimes' Golden, which is a longer-lived tree, at 25c extra.

McIntosh. A fine variety which has won its way because of its productiveness and extra-high quality. Bright red; smooth.

Peducash. A Kentucky product very much resembling Rome Beauty but about 2 to 3 weeks earlier, with more color. This variety stands at the top of the list as to production at the Kentucky Experiment Station.

Wealthy. Large; shaded to dark red. Quality good, tender. Productive. Early to bear, and most satisfactory.

Wolf River. An attractive, large, striped apple, ripening in September. Due to its size it finds a ready market. Cooks well. Matures early.

Winter Apples

Baldwin. Red; large; fine quality. Tree vigorous. The eastern commercial apple.

Delicious. See Red Delicious.

Jonathan. Red; medium size, quality excellent. Tree never large, but productive.

Red Delicious. As this extra red strain is such an improvement on the old Delicious we are propagating it entirely. Whenever you ask for Delicious we give you this red strain at no extra cost. Fruit large, uniform, and of highest quality. Distinguished by the five lobes on the blossom end.

Red Stayman. Dark rich red, indistinctly marked. Fruit large, good quality and keeper. We think this the outstanding winter apple for Kentucky. As the red variety is an improvement over ordinary Stayman, we are propagating it entirely and filling all of our orders from this selected strain.

Rome Beauty. Large; red; tender, subacid. Early bearer and productive. A popular variety in most sections.

Stayman Winesap. See Red Stayman.

Turley. A seedling of Winesap which it somewhat resembles. Conical, rich red and of highest quality. A recent introduction, bears early and is fast gaining popularity.

Winesap. Medium-sized, dark red. Productive. Excellent quality; crisp and juicy; subacid.

Yellow Delicious. A yellow type of the old standard Delicious which has become deservedly popular throughout the country, and of same highest quality.

York Imperial. A late keeping commercial or home variety. Shaded red on yellow skin. Flesh firm. Tree healthy. Regular and heavy bearer.

CHERRIES

2- and 3-Year-Old Trees

	Each	5	50
2 1/2-4 ft.	\$0.60	\$2.75	\$20.00
4-5 ft.80	3.50	25.00
5-6 ft.	1.00	4.50	35.00

Cluster and Subacid Varieties

You may plant one of these varieties and you will be rewarded. This group seldom fails to bear a good crop.

Early Richmond. This old standard cherry has been the favorite for years. The fruit is tart and very valuable for canning purposes. Yields nearly every year and reddens the tree with its wonderful crop.

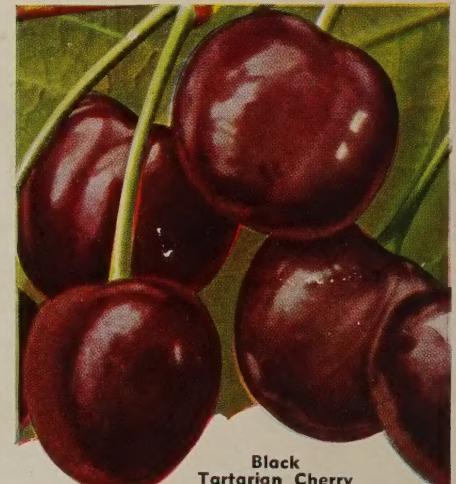
May Duke. Ripens a little earlier than Early Richmond, and while not quite so vigorous in tree, the fruit is slightly superior. Has been tested and found worthy of a place in all cherry plantings.

Montmorency. Gradually supplanting Early Richmond because of its size. Except for bearing a little later it is practically the same. Not quite as acid; when ripe it is good to eat from hand. The tree is hardy, blooming late, and frequently will make a crop when the sweet varieties fail.

Sweets or "Heart" Varieties

This group grows luxuriantly, makes a fine showing for a few years, and then may die if not in soil that is exactly suitable. The following varieties are the hardest of the group. Best to plant two varieties of sweet cherries for pollination.

Governor Wood. Few cherries are superior to it in quality or productiveness. Fruit medium size, soft, and of fine flavor; pale yellow with blush.



Black Tartarian. Perhaps the most popular of the sweet varieties. Fruit is large, black, and heart-shaped. High quality. The tree is vigorous in suitable soil.

Napoleon. Large; yellow; firm and high quality. Not as much planted as it should be.

